

ABSTRACT OF THE DISCLOSURE

A system and method for on-line merchandising utilizing a gaming format which includes the on-line purchase of a pre-determined number of bids each representing an equal opportunity for being awarded preselected merchandise. Any customer having purchased one or more bids from a bid pool will be awarded the merchandise at a reduced price by holding a randomly selected winning bid. An included distribution format comprises the additional awarding of preselected merchandise, or a substantial equivalent thereof, to any customer having purchased a quantity of bids with a collective monetary value which is at least substantially equal to the purchase price of the preselected merchandise.